# Census Recovery Act Program Implementation Plan March 19, 2009

#### **Statement of Intent of Funds**

The purpose of these funds is to ensure a successful census count by hiring additional personnel, providing required training, increasing targeted media purchases, and improving management of operational and programmatic risks. Special criteria and effort will be used to enhance partnership and outreach efforts for minority communities and hard-to-reach populations.

**Federal Agency in Charge** – U.S. Department of Commerce

#### **Dollars Involved:**

Federal Funding - \$1 billion

Colorado Share – No dollars allocated to Colorado or other states.

Conduit for Distribution – Commerce distributes funds to federal regional census offices.

Potential Role for the State:

- 1. Convene meeting with state demographer
- 2. Governor to appoint a Colorado Complete Count Committee in partnership with Metro Mayors, Special District Association, Colorado Counties Inc. and Colorado Municipal League.
- 3. Governor and designated staff coordinate with State Demographer on efforts to support and encourage complete count committees across the state to educate the public on the importance of the census.

Conduit for State's Coordination – Colorado Department of Local Affairs (DOLA)
Susan Kirkpatrick, Executive Director
State Staff Contact: Elizabeth Garner, State
Demographer, 303-866-2818

Census Bureau Contact Cathy Illian, cathy.lacy.illian@census.gov, 303-264-0202

## **Match Requirement**

None

## **Non-Competitive Process**

U.S. Department of Commerce allocates dollars based on their plan to increase accuracy of the counts in hard to reach communities. Currently it is unknown how the regional census office will distribute and use the dollars in the ten-state region.

#### **Eligible Activities**:

Hiring additional personnel, providing required training; targeted media purchases and enhanced management of operational and programmatic risks. Special focus on outreach to minority communities and partnership enhancement strategies for hard to reach populations.

S. Kirkpatrick

#### **Department of Local Affairs**

### Strengthening Colorado Communities

## **Process Plan and Decision-Making**

Regional Census office will make this determination based on their ten state regional needs and plan.

#### Timeline

- 1. Announcement of Complete Count Committee April 1, 2009 (one year before the census officially begins).
- 2. Joint announcement with the Metro Mayors, Colorado Municipal League (CML) Colorado Counties Inc. (CCI) and Special District Association (SDA).
- 3. Each association uses electronic newsletters to educate its members.
- 4. Local governments host local press events and activities to educate the public on the importance of the census.

## **Staff in Charge of Grant Process**

No grant process. Coordination and partnership with Cathy Illian of the U.S. Census Regional office is essential. The major state contacts are Elizabeth Garner, State Demographer (DOLA), and Kelly Nordini, Governor's Deputy Chief of Staff.

### **Federal Reporting Requirements**

Commerce Department has responsibility

## **Legislative Action Needed**

None needed at this time.

#### **Communication plan**

The Department of Local Affairs will contact the following stakeholders by the last week of March.

- Colorado Municipal League, (CML)
- Colorado Counties Inc. (CCI)
- Special District Association (SDA)
- Metro Mayors Association
- U.S. Census Colorado Regional Office.

#### **Communication Timeline**

- 1. Governor Ritter announces Colorado Complete Count committee April 1 in partnership with Colorado Municipal League (CML), Colorado Counties Inc. (CCI), Metro Mayors and Special District Association. This and other complete count events stress the importance of the Census as well as the preparation and activities that are being planned to improve the accuracy of the count.
- 2. DOLA partners with Colorado Municipal League (CML), Metro Mayors, Special District Association (SDA) and Colorado Counties, Inc. (CCI) to publish articles in the associations' electronic newsletters in April.
- 3. DOLA asks elected officials to draft op-ed pieces for local newspapers.
- 4. DOLA coordinates with Regional Census Office in marketing and partnership and outreach efforts for minority communities and hard-to-reach populations.

## **Department of Local Affairs**

## Strengthening Colorado Communities

# **Special Opportunities for Small Businesses, MBE/WBE**

None known at this time

# **Special Media Announcement Opportunities**

None known at this time.

# **Lead Staff Responsible**

Elizabeth Garner, State Demographer, 303-866-2818 U.S. Census Bureau Contact Cathy Illian <u>cathy.lacy.illian@census.gov</u>, 303-264-0202

